

**THE EFFECT OF SERVICE QUALITY AND CUSTOMER  
SATISFACTION TOWARDS THE CUSTOMER LOYALTY  
OF HONDA THROUGH AHASS AT SURABAYA**



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2017

**The Effect of Service Quality and Customer Satisfaction  
Towards the Customer Loyalty of Honda Through AHASS at  
Surabaya**

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International Business Management Program

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**THESIS**

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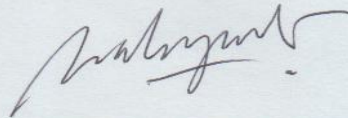
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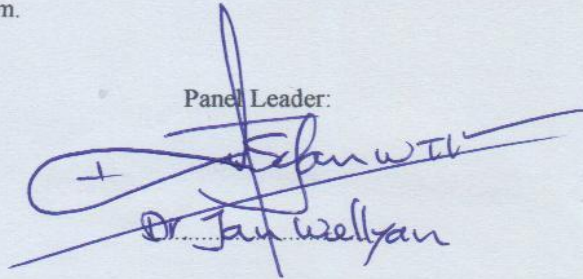
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## **FOREWORDS**

Praise and thanksgiving to the Lord Jesus Christ for all of their help, love, and guidance during the final task of this thesis. The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in Management at the Faculty of Business Management Department of Widya Mandala Catholic in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the authors would like to thank :

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The author realizes that in this thesis are still many shortcomings , therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 2017



Researcher

(Michael Cahyadi Soesilo)

## Table of Content

COVER.....	i
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER .....	ii
APPROVAL PAGE.....	iii
RATIFICATION PAGE.....	iv
FOREWORDS .....	v
Table of Content .....	vii
List of Tables .....	x
List of Figures.....	xi
List of Appendix .....	xii
Abstract.....	xiii
Chapter 1 Introduction.....	1
1.1 Background .....	1
1.2 Problem Statement .....	5
1.3 Objectives of the research .....	6
1.4 Scope of the Research .....	6
1.4 Advantage of the Research.....	7
Chapter 2 Literature Review.....	8
2.1 Previous Research .....	8
2.2 Theoretical Basis .....	9
2.2.1 Service Quality.....	9
2.2.2 Customer Satisfaction .....	12
2.2.3 Customer Loyalty.....	13
2.3 Relation Among Variable .....	15



2.3.1 Service Quality and Customer Satisfaction.....	15
2.3.2 Service Quality and Customer Loyalty .....	16
2.3.3 Customer Satisfaction and Customer Loyalty .....	17
2.4 Hypothesis.....	19
2.5 Research Model .....	19
Chapter 3 Research Method.....	20
3.1 Research Design.....	20
3.2 Variable Identification .....	20
3.3 Operational Definition .....	20
3.4 Variable Measurement .....	22
3.5 Type and Source Data .....	23
3.6 Tools and Data Collection Method .....	23
3.7 Sampling Procedures.....	23
3.8 Analysis of Data.....	24
3.8.1 Normality Data Testing.....	24
3.8.2 Validity Data Testing .....	25
3.8.3 Reliability Test.....	25
3.8.4 Goodness of Fit .....	26
3.8.5 Hypothesis Testing.....	29
Chapter 4 Analysis Data .....	30
4.1 Research Data .....	30
4.1.1 Respondent Characteristic by Gender .....	30
4.1.1 Respondent Characteristic by Age .....	31
4.2 Descriptive Analysis .....	31
4.2.1 Service Quality Statistic.....	32
4.2.2 Customer Satisfaction Statistic .....	33

4.2.3 Customer Loyalty Statistic .....	34
4.3 Normality Data Test .....	35
4.4 Validity Data Test .....	37
4.5 Reliability Data Test .....	38
4.6 Goodness Fit Index .....	40
4.7 Structural Equation .....	26
4.8 Hypothesis Testing .....	42
4.9 Discussion .....	42
4.9.1 The Effect of Service Quality Towards Customer Satisfaction .....	42
4.9.2 The Effect of Service Quality Towards Customer Loyalty .....	43
4.9.3 The Effect of Customer Satisfaction Towards Customer Loyalty .....	44
Chapter 5 Conclusion and Suggestion .....	44
5.1 Conclusion .....	46
5.2 Suggestion.....	47
5.2.1 Theoretical Suggestion .....	47
5.2.2 Practical Suggestion .....	48
References	
Appendix	

## LIST OF TABLES

Table 2.1 Comparison of previous research and current research .....	8
Table 3.1 Goodness Fit Index .....	28
Table 4.1 Respondent Characteristic by Gender.....	30
Table 4.2 Respondent Characteristic by Age.....	31
Table 4.3 Assesment of Variable .....	32
Table 4.4 Service Quality Statistic .....	32
Table 4.5 Customer Satisfaction Statistic .....	33
Table 4.6 Customer Loyalty Statistic .....	34
Table 4.7 Normality Data Test Univariate Table.....	35
Table 4.8 Normality Data Test Multivariate Table.....	36
Table 4.9 Result of Validity Data Test .....	36
Table 4.10 Service Quality Reliability Data Test .....	38
Table 4.11 Customer Satisfaction Reliability Data Test.....	38
Table 4.12 Customer Loyalty Reliability Data Test .....	39
Table 4.13 Goodness Fit Index Testing .....	40
Table 4.14 Hypothesis Testing .....	41

## **LIST OF FIGURES**

Figure 1.1. Honda Total Sales in 2014 .....	2
Figure 2.1. Research Model.....	19

## **LIST OF APPENDIX**

- Appendix 1. Quesionare
- Appendix 2. Result of Respondent
- Appendix 3. Characteristic of Respondent
- Appendix 4. Descriptive Statistics Variable Research
- Appendix 5. Normality Test
- Appendix 6. Validity Test
- Appendix 7. Reliability Test
- Appendix 8. Model Test Match
- Appendix 9. Hypotheses Test
- Appendix 10. Output Lisrel

## **ABSTRACT**

Penelitian ini dibuat untuk menganalisa hubungan langsung dari model penelitian; service quality, customer satisfaction, mempengaruhi customer loyalty motor Honda melalui AHASS di Surabaya.

Populasi dari penelitian ini adalah pemilik motor Honda dan pengguna AHASS di Surabaya. Sampel dari penelitian ini terdiri dari 100 orang dengan karakteristik seperti usia minimal 17 tahun, tinggal di Surabaya, paling tidak pernah menggunakan AHASS 4 kali. Penelitian ini menggunakan Structural Equation Modeling (SEM) sebagai teknik penelitian data. SEM adalah teknik analisis multivariat yang umum dan sangat bermanfaat yang meliputi versi-versi khusus dalam jumlah metode analisis lainnya sebagai kasus-kasus khusus yang tidak dapat di selesaikan dengan penghitungan regresi.

Hasil penelitian dan diskusi yang di gunakan berdasarkan hypothesis yang telah di hitung dengan Structural Equation Modeling (SEM). Yang mana berarti jika semakin tinggi service quality dan customer satisfaction, meningkat pula customer loyalty dari motor Honda di Surabaya. Jadi dapat disimpulkan semakin baik service yang di berikan, customer akan mendapat pikiran positif dan membangun kepercayaan serta kesetiaan terhadap produk dan service.

Masukan untuk penelitian ini adalah sampel yang terlalu acak, sehingga susah untuk mendapat kan hasil maksimal dan banyak customer yang datang namun bukan pemilik asli motor (orang suruhan).

**Keywords: Service Quality, and Customer Satisfaciton, Customer Loyalty.**



## **ABSTRACT**

This study was conducted to examine the direct impacts of the factors of model; service quality, customer satisfaction, towards customer loyalty of Honda motor through AHASS in Surabaya.

The population of this study is the owner of Honda motor and user for AHASS in Surabaya. The sample for this study of 100 people with characteristics such as minimum ages is 18 years old, live in Surabaya, at least use AHASS services 4 times. This study used Structural Equation Modeling (SEM) as a data analysis technique. SEM is a statistical tool used to resolve simultaneous multilevel models that cannot be solved by a linear regression equation.

The results of the research and discussion that is used in accordance with the hypothesis that the purpose of the analysis performed using Structural Equation Modeling (SEM) can be deduced all the hypotheses proposed in this study received. It means that the higher the service quality the customer satisfaction and the customer loyalty of Honda motor in Surabaya also increase. So it can be said that the better the services customer will gain positive mind and build trust and loyalty towards the product and services.

Suggestions put forward as a result of this study is the respondent sample to random, it's hard to get good data and many customer come but not the exact owner of the product.

**Keywords: Service Quality, and Customer Satisfaciton,  
Customer Loyalty**